Educating SELRES on Navy Initiatives

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3-Year Aspiration Statement

We provide educational mentorship of all members through active and passive broadcasting of quality information, through multiple media options, tailored to our diverse audiences.

Navy leadership values these mechanisms as the way to disseminate important and relevant information.

By providing the opportunity to satisfy each warrior's quest for knowledge, we empower and enhance the individual for mission accomplishment.

Pilot 1: Selecting Navy Initiatives for Broadcast

Pilot 1:
Short-Term Objectives

- Selecting Navy Initiatives for Broadcast
  - 3 mos.
    - Define Editorial Board
    - Benchmarking of Other Organization Systems
  - 6 mos.
    - Process to:
      - Define Message
      - Define Transmission Media
      - Define Audience (Market Segment)
      - Define Frequency of Communication
    - Broadcast Sea Power 21 Articles from ‘Proceedings’
  - One Year
    - Implemented and Institutionalized

Post-Summit Support Needed From:

Commander Naval Reserve Force (CNRF)
Executive Steering Committee (ESC)

Commander Naval Reserve Force
Public Affairs Office

Captain Kent Hudgens

Specific Indicators of Success

Calendar of Initiatives to be Disseminated:
- Editorial board completes forward-looking plan

Benchmark Study of Other Organizations:
- Naval Reserve shapes the best practices of industry and academia to its own unique purpose

Summary of Impact - Key Benefits of this Pilot

It will help achieve our goal to become One Navy, Our Navy, Forging the Future and a "Team Navy" building the Naval Reserve for Sea Power 21 because it ***actively provides Warriors with information to increase their knowledge of Navy initiatives****.*

Pilot 2: One-Click E-mail Validation

Pilot 2: Short-Term Objectives

- Selecting Navy Initiatives for Broadcast
  - 1 mo.
    - Work with Navy Marine Corps Intranet (NMCI) team to develop validation process for drilling Reservists (including Volunteer Training Unit (VTU) members)
  - 6 mos.
    - Deploy pilot program at a Reserve Center within Readiness Command Midwest
  - One year
    - Work with Naval Reserve Personnel Command (NRPC) to develop validation and opt-in process for non-drilling Individual Ready Reserve (IRR) members

Post-Summit Support Needed From...

- Commander Readiness Command Midwest
- Commander Naval Reserve Personnel Center
- Captain Fred Mingo
- Reserve Center within Readiness Command Midwest (TBD)

Specific Indicators of Success

Percentage of response from pilot Reserve Center and from whole reserve community

Number of subscribers to opt-in information sources

Summary of Impact - Key Benefits of this Pilot

It will help achieve our goal to become One Navy, Our Navy, Forging the Future and a "Team Navy" building the Naval Reserve for Sea Power 21 because it ***ensures that the Navy's leadership has a validated channel to communicate critical Navy initiatives.***

Pilot 3: Develop Educational Empowerment Modules

Pilot 3: Short-Term Objectives

- Develop educational empowerment modules:
  - 1 mo.
    - Group familiarization with current Navy web-based training and mentoring programs
    - Identify critical stakeholders
  - 6 mos.
    - Present validation, certification, and incentive concepts to critical stakeholders. Presentation will include one pilot module.
  - 1 year
    - Formal methodology for developing future modules

Post-Summit Support Needed From:

Commander Naval Reserve Force (N7)

Naval Education and Training Command

Critical Stakeholders (TBD)

Specific Indicators of Success

Validation of modules with positive accurate assessment of knowledge retention

Creation of incentive models for enhancing knowledge of Sea Power 21 and other Navy initiatives

-Five Vectors

-Drill Points/Pay

Summary of Impact - Key Benefits of this Pilot

It will help achieve our goal to become One Navy, Our Navy, Forging the Future and a "Team Navy" building the Naval Reserve for Sea Power 21 because it ***links the Five Vector model with the knowledge of Navy initiatives. The result is an empowered, informed, and motivated Naval Reservist.***